



HERE IS YOUR BIGGEST MAN—IN THE ROLE THAT FITS HIM LIKE A GUN FITS A HOLSTER!

GARY COOPER
AS THE
MAN OF THE WEST

COLOR by DE LUXE

HEAR JULIE LONDON SING "MAN OF THE WEST"

CINEMASCOPE®

co-starring **JULIE LONDON** A WALTER M. MIRISCH PRODUCTION

UNITED ARTISTS PRESSBOOK

★ Campaign Catchline Sets Up Surefire Stunt!

WIN MOVIE TICKETS!
If the number of this "gun" 'fits' the holster number on display in our lobby . . . you will receive 2 guest admissions to see

GARY COOPER
IN THE ROLE THAT FITS HIM
LIKE A GUN FITS A HOLSTER!
MAN OF THE WEST
COLOR by DE LUXE • CINEMASCOPE

IMPRINT

17965

Envelope shown actual size. Insert plastic guns for giveaway.



OFFER PRIZES AND TICKETS TO THOSE WHO GET GIVEAWAY GUNS THAT "FIT" HOLSTER!

Latch on to the terrific penetration of the Gary Cooper descriptive in ads and posters: "the role that fits him like a gun fits a holster!" All you do is distribute a maximum number of small plastic "guns" in 2" x 3" envelopes, as shown at left. Each envelope is numbered consecutively. List winning numbers in lobby, offering free admission or promoted prizes to those whose gun numbers "fit."

PRICES:

(Envelopes numbered consecutively, imprinted)

Guns and envelopes \$17.50 per M

Order direct from:

ECONOMY NOVELTY & PRINTING CO.

244 West 39th St., New York, N. Y.

CINDERELLA "BOOT"!

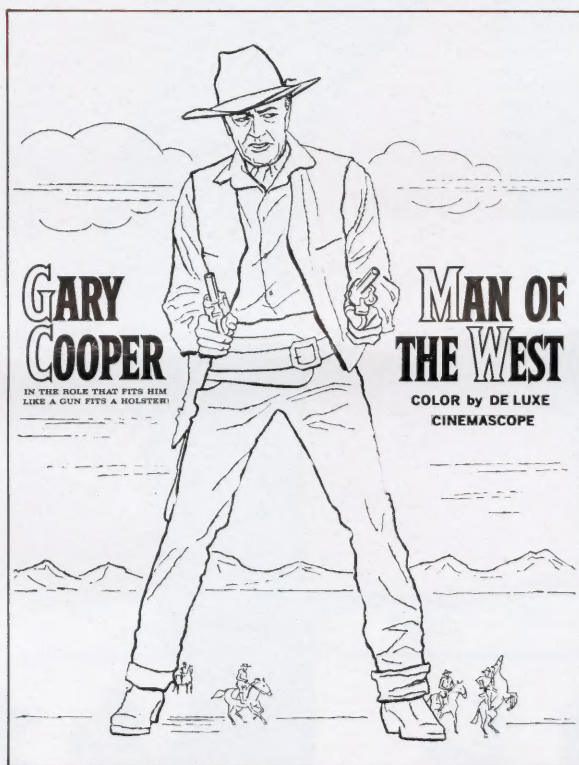
Adapt the popular Cinderella search by looking for a boy under 16 years of age who can fill the boots of "the man of the west." Get an extra large western boot and cut it in cross section; then mount it. Boy places foot into boot. Those who fill the boot win locally promoted prizes. Similar stunt can be staged in shoe chain stores, with newspaper ads and window displays plugging contest. Tie-in line says: "Boys Under 16! Can You Fill The Boots of The MAN OF THE WEST? Wonderful Prizes . . . Nothing to Buy! SEE GARY COOPER as THE MAN OF THE WEST . . . NOW!"

★ Get Extra Mileage Out of Ad Line These Ways:

COLOR-IN CONTEST

Gary Cooper as the man of the west is a natural for the kids. Offer merchant-donated prizes for best color-in jobs turned in by youngsters. Mat is shown here in reduced size; actual size is 7¼" x 9". Print locally on letter-size sheet. Distribute contest sheets through stores, schools, lobby, religious schools, clubs, etc. Mount and display winning entries in lobby or department store window.

MAT 4A



DISPLAY GUNS AND HOLSTERS

With a cut-out of Cooper in background, including copy line: "the role that fits him like a gun fits a holster," display as many old and new firearms it is possible to collect locally. Display as many ornate holsters, too, as are available locally. Get these from Armories, gunsmiths, museums, rifle associations and private collectors. Photo of display may also make a good newspaper feature. Display itself may also be moved to TV studio for a presentation on local program.

STREET BALLY ON HORSEBACK

A small boy in western garb riding a Shetland pony is followed by a huge cowboy on a large horse. Cowboy carries a sign which reads: "The BIG western excitement is on the BIG CinemaScope movie screen . . . in real-life color! See GARY COOPER as THE MAN OF THE WEST . . . in a role that fits him like a gun fits a holster! . . . Now . . . Bijou!"

★ Follow Through With More Action Ballyhoo!

"ROLL YOUR OWN" CONTEST



Stills MW-L6, MW-L6B, MW-L6E

Cooper shows how to roll-your-own cigarettes! Let the local outdoors men try it for speed and quality—either in front of your theatre or as a spot on local TV show. Offer prizes. Use these stills for tie-in publicity. Order stills by number from National Screen.

STORE ADS, WINDOWS

"Man of the West" is a Man of Action . . . a Man of Good Taste . . . a Man Who Enjoys (Product)! Use any of these slogans or many variations of it for any number of merchant newspaper ads or window displays. Use scenes from the picture for tie-in display. Be sure no Gary Cooper endorsement is made or implied.

"GOLD" DOLLARS STUNTS

Gary Cooper carries a hoard of 600 gold dollars in the picture. Use this fact as a peg on which to hang both of the following stunts:

1. Together with the Retail Merchants Association announce that 600 "gold dollars" are hidden around the theatre and in the stores of participating merchants. Tie-in line sends them searching for the gold hoard of the Man of the West. "Dollars" are actually imitation coins redeemable at the boxoffice or merchants. Limit search to certain hours on one day.

2. A Man of The West on horseback gives away gold cardboard "dollars," each carrying an 1868 date. A few are dated 1870. Back of coin asks fans to match the dollars against Gary Cooper's coins on display in lobby. Those who receive the 1870 coins receive \$1.00 in cash.

NAME "MAN OF YOUR TOWN"

Newspapers take kindly to the naming of a "man of the year," a "Mr. Television" a "man of achievement," etc. Suggest to one of the local newspapers (or organization) that they select the leading citizen to be honored as the "Man of the West" (East, South or North, consistent with your area). Tie in by presenting this citizen with a "Man of the West Award" on behalf of Gary Cooper, who represents the finest qualities of pioneer America.

GARY COOPER DAY

No name in the motion picture world is more respected than that of Gary Cooper. He is a favorite of fans of all ages. Suggest that local shopping center or merchants association honor your showing with a Gary Cooper Day promotion. Highlights include Gary Cooper Sales, western merchandise and stunts outlined on these pages.

KIDS' COSTUME MATINEE

Announce a "young Man of the West" matinee offering gifts and prizes to the youngsters who come with the most unusual, most imaginative western outfits. Photograph the five winners for a good human interest picture and story.

GARY COOPER

as the

MAN OF THE WEST

...on a
one-man
barrel-
hot
rampage
that
out-
thunders
them
all!



COLOR BY DE LUXE
CINEMASCOPE®



CO-STARRING
A WALTER M. MIRISCH PRODUCTION JULIE LONDON · LEE J. COBB · ARTHUR O'CONNELL · JACK LORD
SCREENPLAY BY REGINALD ROSE DIRECTED BY ANTHONY MANN AN ASHTON PICTURE • RELEASED THRU UNITED **UA** ARTISTS

HEAR JULIE LONDON SING
"MAN OF THE WEST"

T H E A T R E

5 Cols. x 160 Lines—800 Lines (57 Inches)

Mat 501

THIS AD also available for full page,
8-column page. Order MAT 801.

ART STILLS



MW-ART 1

These are the key art elements in the campaign available as 8 x 10 glossy stills. Use them to prepare lobby displays, special ads, windows, etc. Order stills by number from National Screen.



MW-ART 2



MW-ART 3



MW-ART 4



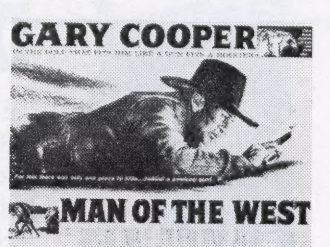
MW-ART 5



MW-ART 6



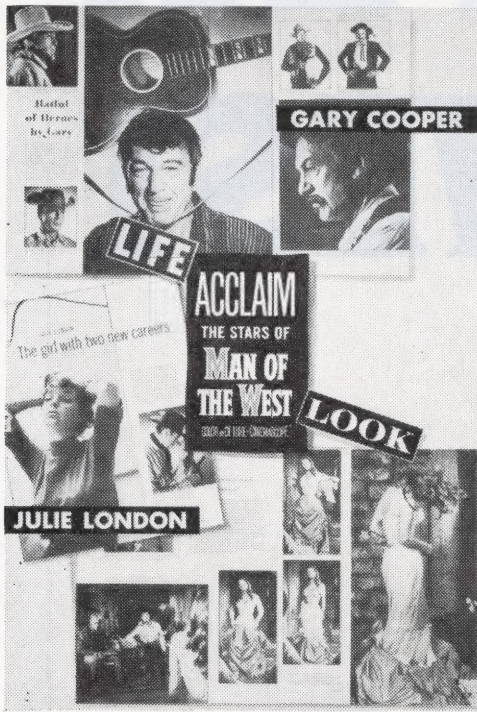
MW-ART 7



MW-ART 8

★ Cooper And Julie Make The Sparks Fly!

LOBBY POSTER



Display the big breaks for Gary Cooper in LIFE and Julie London in LOOK as a lobby teaser. Art as shown is available as an 8 x 10 still for enlargement locally for your 40 x 60 frame.

Order Still "MW-Lobby 1" from National Screen Exchange.

LIFE-SIZE STAND-EE!



A giant Gary Cooper as the Man of the West should dominate your lobby or front. This display is available as a photographic enlargement in black-and-white or hand-colored. Approximactely 40 x 80.

Black & White \$13.00
In Color \$17.00

(Please designate playdate when ordering.)

Order direct from:

IDEAL PHOTOGRAPHIC CORP.
160 West 46th Street, New York, N. Y.

A Strip Out West!



Jack Lord is about to cut a notch in Gary Cooper's throat if Julie London doesn't go on with the strip-tease!

TO SEE WHAT HAPPENS—SEE GARY COOPER as "MAN OF THE WEST"

TEASER DISPLAY

The unusual, eye-popping strip-tease scene makes an intriguing lobby display. Spot the three scene stills shown here with suggested copy either on a 440 x 60 board or on a wall display. Add copy if desired: "Take them clothes off, girl . . . real slow like . . ."

Order stills MW-L-5, MW-L-5A and MW-L-5B from National Screen Exchange.

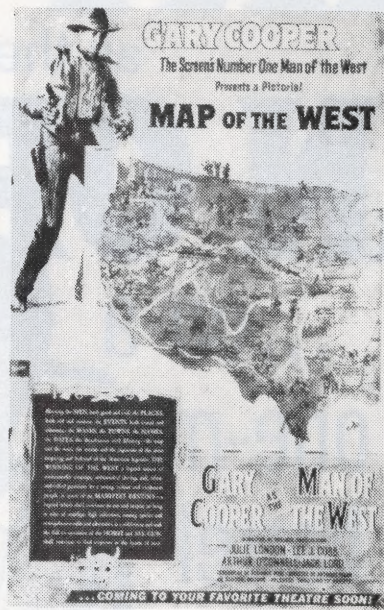
WESTERN STATE SOCIETY HONORS 'MAN OF THE WEST'

The Montana State Society hosted a private showing and party for Gary Cooper and "Man of the West" attended by hundreds of notables in political and social circles. This special reception was held in Washington.

There are western State Societies throughout the country which may wish to cooperate with you in tendering a testimonial to Gary Cooper as the one who most nobly typifies the "man of the west." Testimonial is held before the opening with the awards or presentations offered to Gary Cooper through the theatre manager. Awards may take the form of an official State citation; an Arizona Ranger Award; a Texas Ranger Award; a Society Citation or a Gary Cooper Day.

On opening day theatre lobby is decorated with western paraphernalia surrounding a copy of the citation and a blow-up of Gary Cooper in character. Many Societies have their own bands, square dancing teams and Indian regalias which can be put to use for your opening.

FREE! COOPER'S MAP OF WEST!



For 1-Sheet Frame! In Brilliant Color!

This unique map of the west from the man of the west is excellent for school, library, book-store, lobby or club-room display. Supplied FREE while the supply lasts. Write for "Map of the West" to:

Exploitation Dep't
United Artists
729 Seventh Ave.
New York, N. Y.

Julie London's Title Song Hit!

Julie London's off-screen rendition of "Man of the West" as heard in the movie has scored mightily on the disc jockey circuit as a Liberty 45 rpm record release. Get the most out of this musical extra any or all of these ways:

1. All disc jockeys have the record. Check for maximum air time before and during your engagement.
2. Julie London is one of the top recording stars and very popular with the tenn-agers. Ask for a Julie London segment of deejay's program, offering tickets to the first who call in or write in the name of the character she plays in "Man of the West" (Billie Ellis).
3. All posters carry a panel reading "Hear Julie London sing 'Man of the West'." Use the 1-sheet or
4. Suggest to night club singers that they incorporate the song in their act . . . singing it to some visiting fireman from one of the western states. Singer credits the movie and the record.
5. Set up a juke box in lobby with Julie London records and keep it playing constantly. "Man of the West" is played alternately. Surround juke box with London stills and picture displays.

3-sheet for music windows, adding London stills and records to fill out the display.

FREE RADIO MATERIAL

Radio Spots

Three 1-minute spot announcements, three 30-second announcements, and three 15-second announcements all on one platter.

Lobby Spots

This lobby sound record complete with narration, special effects and music is for use over your p.a. system in lobby and out front. Plays continuously on automatic 78 rpm record-changer.

All TV and radio transcriptions described here will be shipped FREE while the supplies last. Write Exploitation Dept., United Artists Corp., 729 Seventh Avenue, New York 19, N. Y.

5-Minute Interviews

A double-sided record with a 5-minute interview with Gary Cooper discussing the highlights on the making of the picture. On reverse side, a 5-minute interview with Julie London describing interesting sidelights while she was working on the picture. Offer to disc jockeys, commentators. Script with disc jockey questions included with record.

TV TELOPS

Visual 20-second spot announcements which come in two forms: 1. a glass slide; 2. a "telop" print. Check with your TV station for form they prefer before ordering. Style "A" is to be used for regular 20-second announcement. Style "B" is to be used only for station break announcement.

Note: Theatre copy added locally can only be done on the telop.

PRICES:
\$5.00 without theatre imprint
\$7.50 with theatre imprint
\$2.00 for each additional slide

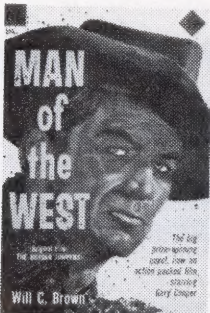
Order only from:
QQ TITLE CARD CO.
247 W. 46th St., N. Y.



STYLE "A"



STYLE "B"



DELL BOOK TIE-UP

"Man of the West" won the Dell Western Award as "the best Dell western of the year." This fact plus Gary Cooper's starring role makes the book a shoo-in for coop promotion. Contact local Dell dealer (or Independent Wholesaler) for truckside displays, rack displays, books for giveaway to key people. Also, enlarge cover and add stills for displays wherever Dell books are sold.

GARY COOPER

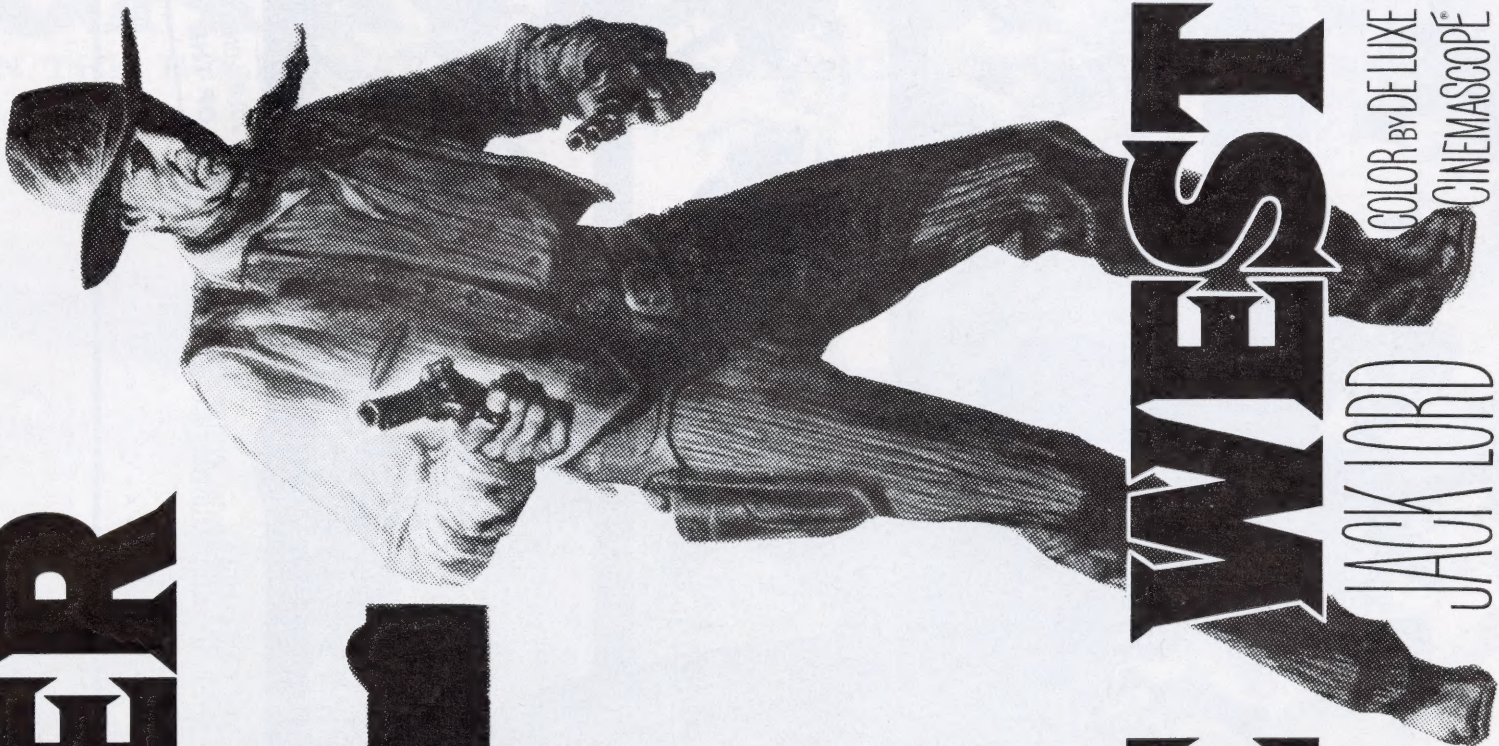
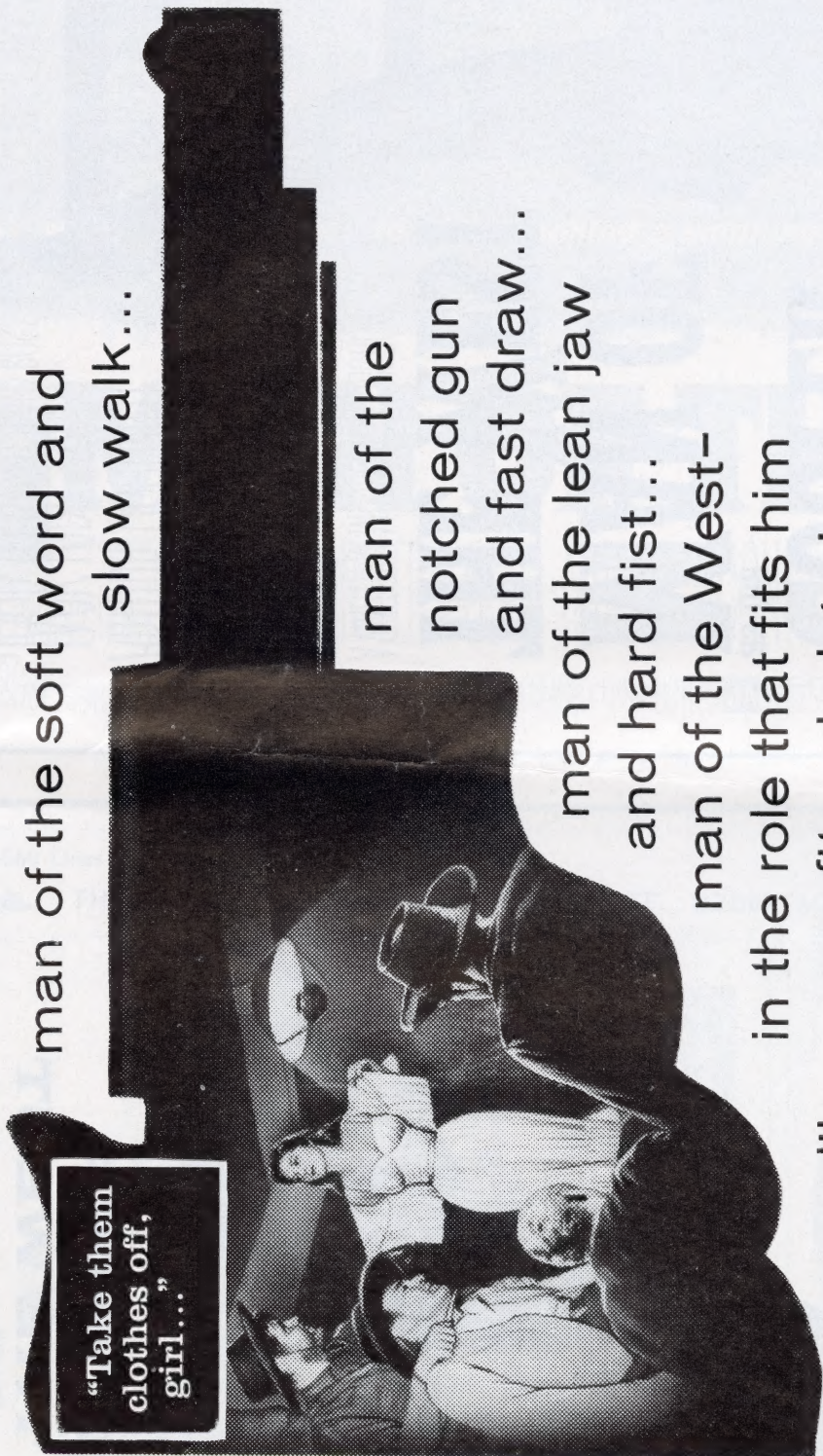
man of the soft word and slow walk...

"Take them clothes off, girl..."

man of the notched gun and fast draw...

man of the lean jaw and hard fist...

man of the West- in the role that fits him like a gun fits a holster!



MAN OF THE WEST

COLOR BY DELUXE CINEMASCOPE


JACK LORD

AN ASHTON PICTURE RELEASED THRU UNITED UA ARTISTS

A WALTER M. MIRISCH PRODUCTION
CO-STARRING JULIE LONDON · LEE J. COBB · ARTHUR O'CONNELL
SCREENPLAY BY REGINALD ROSE DIRECTED BY ANTHONY MANN

HEAR JULIE LONDON SING "MAN OF THE WEST"

T H E A T R E

MAN OF THE LEAN JAW AND HARD FIST... MAN OF THE NOTCHED GUN AND FAST DRAW... 

GARY COOPER as the **MAN OF THE WEST**

A WALTER M. MIRISCH PRODUCTION
STARRING JULIE LONDON · LEE J. COBB · ARTHUR O'CONNELL
SCREENPLAY BY REGINALD ROSE
DIRECTED BY ANTHONY MANN
COLOR BY DELUXE CINEMASCOPE
RELEASED THRU UNITED UA ARTISTS

HEAR JULIE LONDON SING "MAN OF THE WEST"

THEATRE

1 Col. x 98 Lines (7 Inches) Mat 104

6 Cols. x 126 Lines—756 Lines (54 Inches)

Mat 602



HERE IS YOUR BIGGEST MAN—IN THE ROLE THAT FITS HIM LIKE A GUN FITS A HOLSTER!

GARY COOPER
AS THE
MAN OF THE WEST

COLOR BY DE LUXE • A WALTER M. MIRISCH PRODUCTION • CINEMASCOPE®

CO-STARRING
JULIE LONDON • LEE J. COBB • ARTHUR O'CONNELL • JACK LORD SCREENPLAY BY REGINALD ROSE • DIRECTED BY ANTHONY MANN
AN ASHTON PICTURE • RELEASED THROUGH UNITED ARTISTS

HEAR JULIE LONDON SING
"MAN OF THE WEST"

T H E A T R E

4 Cols. x 135 Lines—540 Lines (39 Inches)

Mat 401

HERE IS YOUR
BIGGEST MAN—
IN THE ROLE THAT
FITS HIM LIKE A GUN
FITS A HOLSTER!

GARY COOPER
as the
MAN OF THE WEST

A WALTER M. MIRISCH PRODUCTION
CO-STARRING

JULIE LONDON • LEE J. COBB

ARTHUR O'CONNELL

JACK LORD SCREENPLAY BY
REGINALD ROSE

AN ASHTON PICTURE • RELEASED THROUGH UNITED ARTISTS

DIRECTED BY ANTHONY MANN • COLOR BY DE LUXE • CINEMASCOPE®

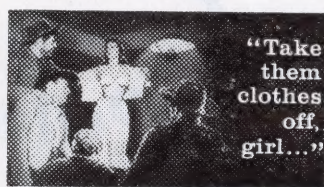
HEAR JULIE LONDON SING
"MAN OF THE WEST"

T H E A T R E

4 Cols. x 112 Lines—448 Lines (32 Inches)

Mat 402

GARY COOPER



IN THE ROLE THAT FITS HIM LIKE A GUN FITS A HOLSTER!



For him there was only one place to hide...behind a smoking gun!

COLOR BY DE LUXE
CINEMASCOPE®



MAN OF THE WEST

CO-STARRING

JULIE LONDON · LEE J. COBB · ARTHUR O'CONNELL · JACK LORD

HEAR JULIE LONDON SING
"MAN OF THE WEST"

A WALTER M. MIRISCH PRODUCTION

SCREENPLAY BY REGINALD ROSE DIRECTED BY ANTHONY MANN AN ASHTON PICTURE · RELEASED THRU UNITED UA ARTISTS

T H E A T R E

5 Cols. x 112 Lines—560 Lines (40 Inches)

Mat 502

▲ THIS AD ALSO AVAILABLE IN 6-COL. SIZE. ORDER MAT 601 (756 LINES—54 INCHES).

HERE IS YOUR
BIGGEST MAN—
IN THE ROLE THAT
FITS HIM LIKE A GUN
FITS A HOLSTER!

GARY COOPER as the MAN OF THE WEST

A WALTER M. MIRISCH PRODUCTION

CO-STARRING
JULIE LONDON · LEE J. COBB

ARTHUR O'CONNELL

JACK LORD

SCREENPLAY BY
REGINALD ROSE

DIRECTED BY ANTHONY MANN · COLOR BY DE LUXE · CINEMASCOPE®

AN ASHTON PICTURE · RELEASED THRU UNITED UA ARTISTS



HEAR JULIE LONDON SING
"MAN OF THE WEST"

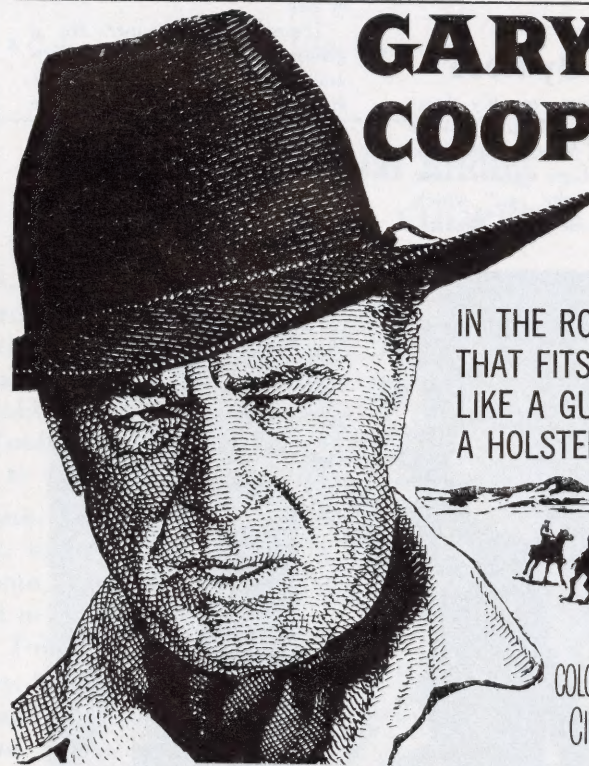
T H E A T R E

3 Cols. x 85 Lines—255 Lines (18 Inches)

Mat 301

GARY COOPER

IN THE ROLE
THAT FITS HIM
LIKE A GUN FITS
A HOLSTER!



COLOR BY DE LUXE
CINEMASCOPE®

MAN OF THE WEST

CO-STARRING
A WALTER M. MIRISCH PRODUCTION JULIE LONDON · LEE J. COBB · ARTHUR O'CONNELL · JACK LORD

SCREENPLAY BY REGINALD ROSE
DIRECTED BY ANTHONY MANN

AN ASHTON PICTURE · RELEASED THRU UNITED UA ARTISTS

T H E A T R E

HEAR JULIE LONDON SING
"MAN OF THE WEST"

2 Cols. x 77 Lines—154 Lines (11 Inches)

Mat 204

Gary Cooper, As 'Man of the West'! In Role Perfectly Suited For Him

(General Advance)

In the action-packed western drama which is slated to open at the Theatre through United Artists release, Gary Cooper is starred in a role that fits him like a gun fits a holster. It is the title role in "Man of the West," in which he is starred with Julie London, Lee J. Cobb, Arthur O'Connell and Jack Lord. The Walter M. Mirisch production was filmed in color by DeLuxe in CinemaScope. Anthony Mann directed and Reginald Rose wrote the screenplay.

"Man of the West," based upon Will C. Brown's novel, is a suspenseful story of powerful personalities—good and bad—wherein Gary Cooper, as Link Jones, a reformed bandit and killer raised in the ways of western violence by his uncle (Lee J. Cobb), is tossed by circumstances back into the clutches of Cobb's gang several years after he left them to go straight.

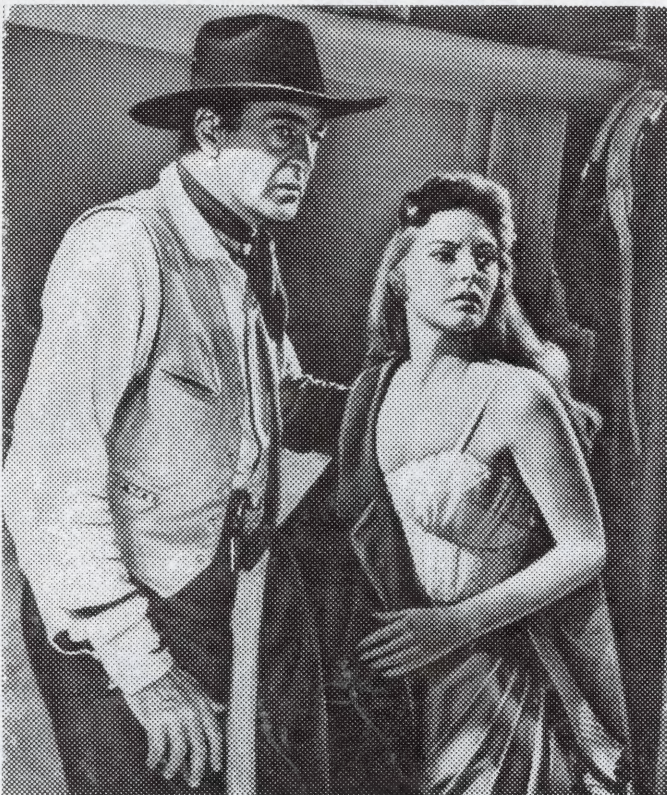
Julie London famous singer, is back to straight drama in her "Man of the West Role." Although she sings the title song of the film, her role of a frontier chanteuse which Rose's script probes to some depth, calls for a dramatic, non-singing interpretation.

Arthur O'Connell, who portrays a card-sharp on the lam from the authorities, reached recognition after twenty years of obscurity in show business, with his portrayal of the reluctant suitor in the Broadway production of "Picnic." Jack Lord plays the part of Coaley, a hulking brute, to whom Cooper administers a terrific beating after Coaley forces Julie London to strip at gunpoint. Lord made his Broadway mark as star of "Cat On A Hot Tin Roof."

"Man of the West" was filmed largely in California's magnificent Red Rock Canyon in the Mojave desert. Opening sequences wherein Cooper boards the train were filmed near Sonora and Jamestown, in the heart of the '49 gold rush country along the 57-mile track of the Sierra Railroad. The ancient train is real—not studio constructed.

Script By Rose

Reginald Rose, muchly honored for his TV and film versions of "12 Angry Men," wrote the screenplay for Gary Cooper's new film, "Man of the West," which opens at the Theatre.



Still MW-17

Gary Cooper reassures Julie London when they come upon a gang of cut-throats in the exciting outdoor drama, "Man of the West." Filmed in CinemaScope and color, the United Artists release opens at the Theatre.

Mat 2E

Cooper Fights, Shoots, Rides In "Man of the West"

(Prepared Review)

"Man of the West," which opened yesterday at the Theatre, stars the most suitable person in Hollywood for its title role, Gary Cooper. Judging by its title, one would almost assume it to be the biography of Cooper—but it's not. It's a western with scope and imagination, scripted by Reginald Rose, who wrote "12 Angry Men."

The film, in CinemaScope and color, is Cooper's first western in a long while. It brings him back to the range he rides so well. It sets him on a horse, and it lets him walk down western streets looking for trouble as only Cooper can.

Teamed with Cooper are a group of players whose importance rivals the grandeur of the story and its backgrounds; Lee J. Cobb, Julie London, Arthur O'Connell and Jack Lord. Anthony Mann, an old master of the western (he directed many Jimmie Stewart sagebrush sagas)

is in top form with this picture.

Cooper plays the role of a reformed gunslinger who is catapulted by fate back into the clutches of the man who first set him on a road of crime. Lee J. Cobb plays the role of a dangerously evil yet sympathetic character. One might describe his role as that of an off-beat villain. Miss London, whose singing voice can be heard over the titles of the picture, Arthur O'Connell, Jack Lord and all the supporting players, contribute to make this an exciting, colorful and compelling film.

How Many Slugs Needed To Kill?

(Production Feature)

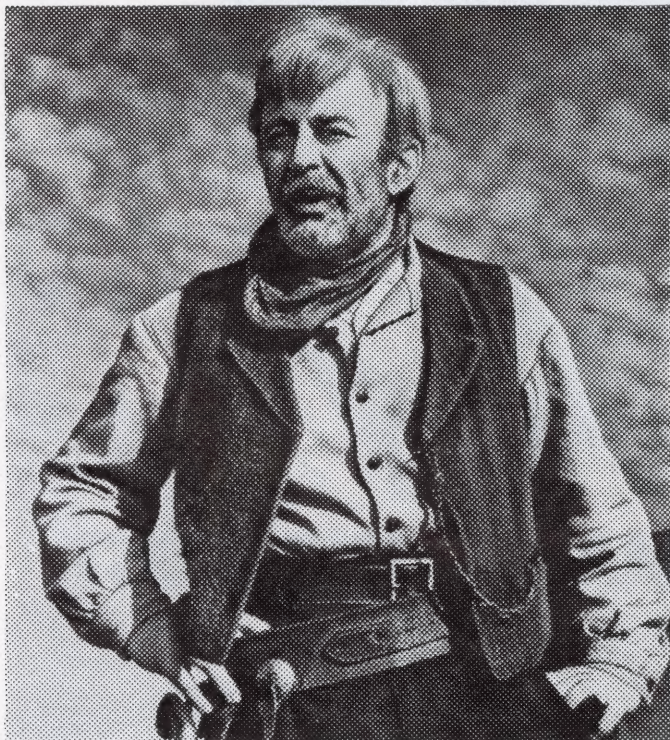
A question which has plagued movie producers, western actors and many devotees of sagebrush cinema for many years — how many shots are required to kill a man in a close quarter gunfight—has been resolved.

Immediate concern of United Artists Producer Walter Mirisch was a sequence in "Man of the West" in color and CinemaScope which opens at the Theatre through United Artists release, calling for Royal Dano to fire three shots at Gary Cooper inside a bank, missing him each time.

When Dano argued it seemed unlikely a bandit would miss thrice drawing from the hip at 20 feet, Mirisch invited Dano and Cooper—both experienced and excellent shots—to try it out with live ammunition.

A man-size target was set against a hill adjacent to the "Man of the West" set at Red Rock Canyon, and agitated by means of a rope. After a hip draw from 20 feet Dano missed his first three shots, zeroed in on his fourth and made a "kill" shot on his fifth.

"We discovered the closer to the eye the gun is held the deadlier the aim," said Mirisch. "The closer to the hip the worse the aim, but hip or not, it always required more than one shot."



Still P-22

Lee J. Cobb has the role of a vicious outlaw who at the same time has an inexplicably human quality about him. "The Man of the West," in which he is co-starred with Gary Cooper, opens at the Theatre.

Mat 2A

Julie London Says Movie Stripping Is No Cinch

(Special Feature)

Getting undressed is something most of us can—and do—do in the dark by rote, our minds occupied with other matters as we disrobe almost automatically.

But, as luscious Julie London demonstrated when she "took it off"—and at gunpoint, yet—for a scene with Gary Cooper in "Man of the West," which opens at the Theatre, in sight of no less than 46 technicians, it isn't that simple in the movies.

The strip, something never before filmed in a western movie, comes about quite dramatically when the train on which she, Cooper—a reformed outlaw—and Arthur O'Connell, a card-sharp, are traveling across Arizona, is held up and the three fall into the clutches of a robber gang headed by Lee J. Cobb.

Held captive in the gang's cabin hideout, Miss London captures the lecherous eye of Jack Lord, a particularly non-gallant highwayman. Lord gets a strangle hold on Cooper, presses a sharp knife against his throat just hard enough to draw some blood, and commands Miss London to remove her clothes.

Today the professional strip-tease artist on the burlesque circuit can undress in a flash. About all she has to do is sneeze once, shrug her shoulders, and the specially-designed costume flops to the floor. But not so in "Man of the West." The United Artists film is set in 1880 when women dressed like they were headed for the Arctic Circle.

"How much does Julie take off?" Director Tony Mann was asked.

"A lot," answered Tony.

He might have added that she put on a lot first—four petticoats over a set of cute pantaloons. No wonder it isn't easy for a girl to undress.

Real Noise

There's nothing synthetic about the clickety-clack of the wheels as they roar over the Sierra Railroad tracks in Walter Mirisch's Ashton production of "Man of the West" starring Gary Cooper, Julie London and opening at the Theatre through United Artists release.

Disdaining to use anything from existent sound libraries, Mirisch ordered direct recording through mikes placed both inside and outside the train.



Still MW-35

Mat 1B

Gary Cooper fights his way out of an ambush in the dramatic outdoor adventure film, "Man of the West," a United Artists release. The picture, filmed in CinemaScope and color, opens at the Theatre.

Hard Worker

Gary Cooper not only worked every one of the shooting days scheduled for color film "Man of the West," which opens at the Theatre but he appears in every scene of the Reginald Rose's script.

The actor's only rest came in the occasional camera angles in which he is not seen—and in most of these he is an off-stage voice.

Historic!

Old No. 3 Sierra Railroad train which dates back to the 1880s, carries Gary Cooper, Julie London and Arthur O'Connell in key scenes for "Man of the West," which opens at the Theatre. The United Artists film was photographed in part along the Sierra's line in California's Sonora gold rush country, where the ancient choo-choo has operated for close to three quarters of a century.



Still P-17

Julie London has the leading feminine role opposite Gary Cooper in the dramatic western, "Man of the West." The United Artists release, filmed in color and CinemaScope, will open at the Theatre.

Mat 2C

MAN OF THE
LEAN JAW AND
HARD FIST...
MAN OF THE NOTCHED
GUN AND FAST DRAW...

**GARY
COOPER**
as the
**MAN OF
THE WEST**

A WALTER M. MIRISCH PRODUCTION
CO-STARRING
JULIE LONDON · LEE J. COBB
ARTHUR O'CONNELL
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SCREENPLAY BY REGINALD ROSE
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COLOR BY DE LUXE - CINEMASCOPE
AN ASHTON PICTURE
RELEASED THRU UNITED ARTISTS



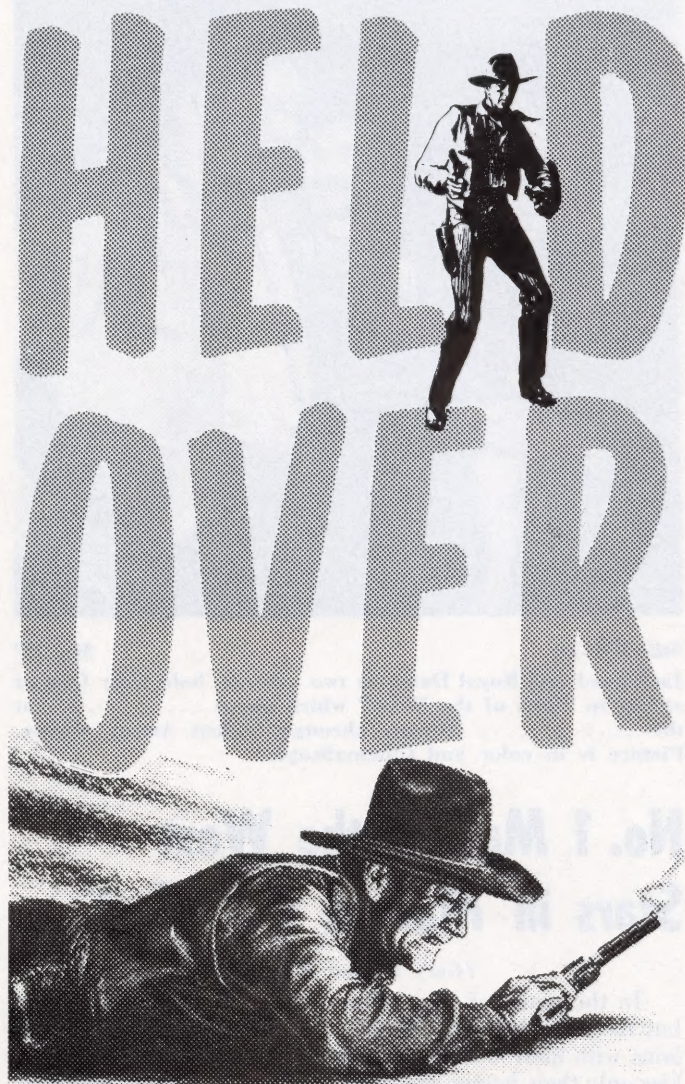
"Take them clothes off, girl..."

T H E A T R E

2 Cols. x 98 Lines—196 Lines (14 Inches)

Mat 205

**ORDER ALL AD MATS FROM YOUR
NATIONAL SCREEN EXCHANGE**



GARY COOPER
THE ROLE THAT FITS HIM LIKE A GUN FITS A HOLSTER!
MAN OF THE WEST

A WALTER M. MIRISCH PRODUCTION
CO-STARRING JULIE LONDON · LEE J. COBB
ARTHUR O'CONNELL JACK LORD
SCREENPLAY BY REGINALD ROSE DIRECTED BY ANTHONY MANN
COLOR BY DE LUXE
CINEMASCOPE
AN ASHTON PICTURE
Released thru United Artists



"Take them clothes off, girl..."

HEAR JULIE LONDON SING
"MAN OF THE WEST"

T H E A T R E

4 Cols. x 126 Lines—504 Lines (36 Inches)

Mat 206

The Cast

Link Jones Gary Cooper
Billie Ellis Julie London
Dock Tobin Lee J. Cobb
Sam Beasley Arthur O'Connell
Coaley Jack Lord
Claude John Dehner
Trout Royal Dano
Ponch Robert Wilke
Aleutt Jack Williams
Conductor Guy Wilkerson
Rifleman Chuck Roberson
Marshall Frank Ferguson
Gribble Emory Parnell
Mexican Woman Tina Menard
Mexican Man Joe Dominiquez

Summary

"Man Of The West" is an off-beat western which tells of a reformed gunslinger whose past catches up with him when he meets his former evil gang-leader, played by Lee J. Cobb. The picture stars Gary Cooper, whose very name is synonymous with "the man of the west." In this picture, Cooper is at his best form, riding, shooting and fighting. Julie London is co-starred in the leading feminine role. Although her part is a straight dramatic one, her lush singing voice may be heard rendering the title song off-screen as the final scene fades out. A knock-down-drag-out fight between Cooper and Jack Lord, a forced strip-tease at knife point by Miss London, and a bone-hard script by Reginald Rose, author of "12 Angry Men," are all qualities that make this picture top movie fare.

The Story (Not for Publication)

It is 1874 in eastern Arizona. Aboard a train with \$600 to be used for hiring a schoolteacher is Link Jones (Gary Cooper) former gunslinger and bandit, now happily married and "gone straight." He meets card sharp Sam Beasley (Arthur O'Connell) and a shapely dance-hall singer, Billie Ellis (Julie London). During a stop, the train is held up by Dock Tobin (Lee J. Cobb) and his gang. Link and Tobin recognize each other. Tobin is Link's uncle and leader of the gang that Link used to work with.

Left behind when the train departs, Link, Sam and Billie go to the outlaws' cabin where Link, in order to protect all concerned, especially Billie, in whom Tobin has shown a particular interest, pretends to want to rejoin the gang. In order to prove he is on the level, Tobin orders him to participate in a planned bank robbery. Dock sends two of his henchmen with Link to scout the bank in Lassoo. There they find only an old Mexican woman, whom one of the henchmen shoots. Link grabs her weapon and after a desperate gun battle, slays the henchmen.

He returns to the cabin just in time to prevent an attack on Billie by Dock. Tobin, seeing Link return, and feeling old and discouraged by losing his nephew's respect, enters into a half-hearted gun duel with Link—and is killed.

Billie goes on her way, with a great deal of respect for Link, and the latter successfully completes his mission to find a new schoolteacher for his pioneering town.

Running Time: 100 Minutes

Official Billing

GARY COOPER* 100%
as the
MAN OF THE WEST 100%
A Walter M. Mirisch Production 35%
co-starring
JULIE LONDON LEE J. COBB****
ARTHUR O'CONNELL JACK LORD 75%
must be in this order; all must be 75%;
Cobb must be on same line as London
Screenplay by Reginald Rose 35%
Directed by Anthony Mann 35%
Color by DeLuxe Cinemascope® 25%
An Ashton Picture 25%
Released Thru United Artists 15%

* Artist's name must precede and be above the title of the photoplay. No other person's name shall precede artist's name or appear in larger size type as to height or width, or appear in a more prominent type, color or printing than used to display artist's name, nor may the name or likeness of any person or persons be displayed more prominently than artist's name or likeness. No exclusions re teaser, special advertising, etc.
** No other cast member's name, except Cooper's, may be more prominent.
Note: If any member of cast receives feature billing, then Royal Dano to receive feature billing.

Production Staff

Produced by Walter M. Mirisch
Directed by Anthony Mann
Screenplay by Reginald Rose
Based on a Novel by Will C. Brown
Photographer Ernest Haller
Edited by Richard Heermance
A Walter M. Mirisch Production
An Ashton Picture
Released thru United Artists



Still MW-16

Mat 2F

Jack Lord and Royal Dano, as two outlaws, hold Gary Cooper at bay in "Man of the West," which opens at the Theatre through United Artists release. Picture is in color and CinemaScope.

No. 1 Man of the West Stars in 'Man of the West'

(Gary Cooper Feature)

In the realm of the cinematic western, with its welcome but familiar short cuts to the pass, readily recognizable villains with their stubble-fringed faces and gallant heroes who kiss only their hosses and call all women 'Ma'em,' durability is a relative thing.

But, among movie men of the sage and the genial public alike, one lanky, slim, high-pocketed westerner rules unchallenged as Number One Man of the West.

Some years ago Life Magazine, saluting his 25th anniversary in pictures, wrote:

"Just give him a pair of tight fitting pants for his leg muscles to strain against, an old shirt and vest to keep his chest expansion within bounds, a black string to hide his Adam's apple and a dusty pair of boots to die in. He'll go riding away tree-tall and grim, looking the way a man should, a friend to the righteous, a hero to children, a flytrap to women. Doesn't have to say a word. Doesn't even have to smile. One look at Gary Cooper and the weak take heart, the villains take cover and the women faint."

Since he made "Vera Cruz" in 1954, Cooper has confined himself to documentary dramas such as "The Court Martial of Billy Mitchell," sophisticated cinema as "Love In The Afternoon," where in the lovable rogue is in pursuit of Audrey Hepburn. But now he returns to the saddle, six-guns blazing, lips set in grim determination as he battles Lee J. Cobb's gang of outlaw cousins and the conquest of evil.

The vehicle is a United Artists release, "Man of the West," which opens at the Theatre. It is in color and CinemaScope.

Whatever the cause or causes for his popularity may be, they have clicked for Cooper since he starred in two-reel oaters with Eileen Sedgewick in 1925, through his first critical acclaim with Ronald Colman and Vilma Banky in Samuel Goldwyn's "The Winning of Barbara Worth" in 1926, through such memorable movies as "Pride of the Yankees," "For Whom the Bell Tolls" on down to "Friendly Persuasion" and now "Man of the West."

Western Mann

Director Anthony Mann, whose latest screen creation is the Gary Cooper-Julie London vehicle for United Artists, "Man of the West," which was filmed in color and CinemaScope, and opens at the Theatre, has directed so many great outdoors epics including most of Jimmy Stewart's fine films, that his friends have dubbed him Mann of the West.

O'Connell Never True To Type

(Arthur O'Connell Feature)

Arthur O'Connell, the gent who got married almost 500 times while remaining a bachelor, is at it again.

This time he's a cheatin', lyin', fast shufflin' card sharp and con man.

But O'Connell's never played cards in his life, thinks gin is to be guzzled and a full house something to be vacuumed.

In a movie titled "Man of the West," which opens at the Theatre through United Artists release, he's a sharpie with the cards, tries to ease Gary Cooper out of \$600. That he doesn't succeed must be blamed on the script writer, because O'Connell's very convincing.

This is the same O'Connell who won Broadway and Hollywood critical awards, including an Academy Award nomination, as the timid storekeeper who becomes a reluctant bridegroom in both stage and screen versions of "Picnic."

On the stage he was married eight times a week for more than two years. In real life he's a bachelor—and far from timid.

O'Connell figures he must have established some sort of record for escape from type-casting. In "Golden Boy" he was a punch-drunk prizefighter. He's never fought a round in his life, but when the play was cast lived in a flat five stories up and no elevator. The daily climb developed his leg muscles and the muscles helped win him the role.

Not long ago in "April Love" he portrayed a Kentucky farmer-horse breeder, strictly a rural type, though actually he's a big city boy from New York.

Long Kiss

While western heroes generally don't kiss the girls—just their hosses—in "Man of the West," opening at the Theatre through United Artists release, Gary Cooper and Julie London engage in one of the longest, most passionate kisses in recent screen history. Director Anthony Mann clocked it at well over a minute.

Mishap Turns Cobb From Music To Dramatics

(Lee J. Cobb Feature)

In show business about the greatest compliment an actor can hope for is to have his peers in the profession call him "an actor's actor." The term signifies mastery of his craft to the nth degree.

Even in so rarified an atmosphere of distinguished achievement a six-foot New Yorker who started out to be a concert violinist now stands unexcelled. His name: Lee J. Cobb.

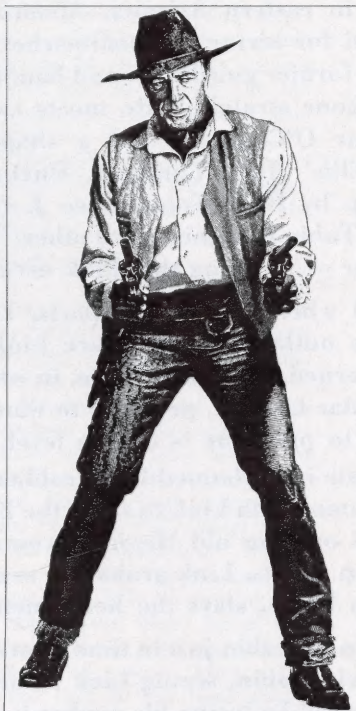
On the eve of a major concert recital in New York's Carnegie Hall, embryonic prodigy Cobb fell and broke his wrist. His fiddlin' days were over almost before they'd begun. And the proverbial silver lining did not immediately become evident: it was several years before he won local renown at the famed Pasadena Playhouse and a somewhat hazy awareness of his actual potential began to shine through.

Cobb is the type of actor directors treat with deep respect. During filming of "Man of The West," opening at the Theatre, through United Artists release, in which he plays the frustrated uncle whose plans to mould his nephews into the killingest, robbingest band of hoodlums in the West somehow go awry, he occasionally offered suggestions to Director Anthony Mann, always somewhat shyly and prefaced with an "If you don't mind a suggestion . . ."

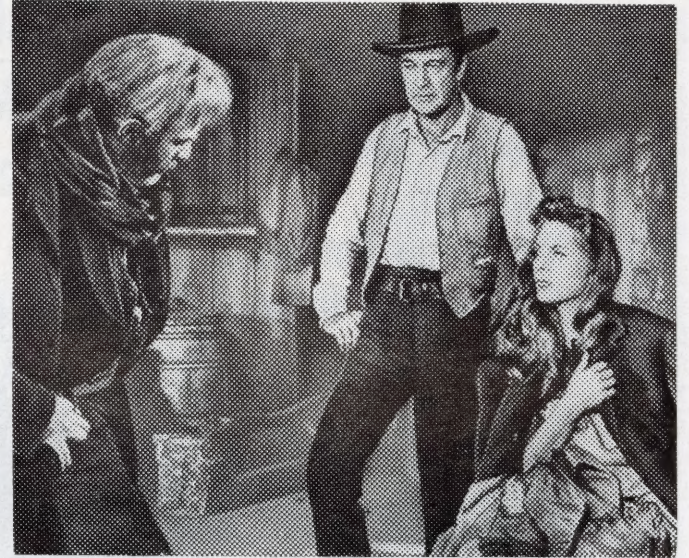
Cobb is a native New Yorker, son of a newspaper compositor.

It was at college that Cobb first demonstrated a liking for the stage, participating in class plays. Broadway producers gave him the go-by, however, and he worked his way west to Pasadena. Here he remained four years and on his return to Broadway in 1932 he was cast in a lineless bit as a decrepit old man in "Crime and Punishment." He was then 21 years old.

This proved the opening wedge, and without too long a struggle Cobb won favor with the Group Theater. He starred with Tallulah Bankhead in "Clash By Night" and headlined such plays as "Jason," "The Gentle People" and "Golden Boy." The latter brought him to Hollywood for the screen version and this was followed on celluloid by "Men of Boys Town" and "Anna and the King of Siam," among others.



Still MW-Art 6 Mat 1C Gary Cooper, drawn as the character his name has become synonymous with—"The Man of the West." Picture of the same title in color and CinemaScope, will open at the Theatre through United Artists release.



Still MW-49

Mat 2D

Lee J. Cobb leers at Julie London while Gary Cooper clearly intends to restrain him in this scene from "Man of the West," a United Artists release in color and CinemaScope. Picture opens at the Theatre.

'Westerns Not Adult— They're Either Good or Bad!'

(Production Feature)

You hear a lot about adult westerns these days. Like atomic fallout, it seems a product of the age.

But Hollywood's first man of the west, Gary Cooper, who ought to know, says there is no such thing as an adult western.

Just good or bad westerns, pardner.

"That term 'adult western' is just a selling gimmick," laughs Cooper. "D'jever hear of a juvenile western? Kids like to consider themselves adult. Label something as 'adult' and they'll flock to it."

Cooper, whose own career might well have inspired the title of his newest film and first sagebrush saga in four years, United Artists' "Man of the West" which opens at the Theatre.

Cooper's been making westerns since he first hit Hollywood as an extra and bit stunt rider when the industry was still in kneepants . . . er jeans.

His approach to western films is businesslike.

"There are two main pitfalls," he points out. "First, I don't care how gorgeous the scenery, it is secondary to the actors. Secondly, a western's just like any other drama. If the characters can tolerate analysis in depth and the story is valid the picture has a chance. Otherwise you might as well tell it in comic strip form."

"Some people seem to feel that to be adult a western must be loaded with psychotic cowhands," said Coop.

As for Cooper, he'll sidestep the neuroses, thank you, and leave them to the bad men. In "Man of the West," for instance, Cooper's a reformed killer catapulted years later by circumstances back into the clutches of a robber gang led by his uncle, Lee J. Cobb. Cobb, who raised the orphaned Cooper from boyhood to be a gun-totin' hoodlum, cannot understand why Cooper ever wanted to go straight.

"As you can see, Cobb's obviously sick, sick, sick," laughed Cooper. "It makes for colorful and off-beat characterization and suspenseful story telling, too. I kill him in the end. Now perhaps it would have been adult, according to current definition, for me to shoot him in cold blood. But I don't think so. Brutality isn't adult, it's juvenile. See what I mean?"

Artistic

Jack Lord, who plays a sadistic killer out to murder Gary Cooper in United Artists' "Man of the West," is actually a gifted wood-carver and painter and six of his original works are numbered among the permanent collection of New York's famed Metropolitan Museum of Art.

Big Script!

Gary Cooper's new picture, "Man of the West," color film opening at the Theatre through United Artists release, one of the most literate examples of sagebrush cinema in many years, has a script by noted writer Reginald Rose, which runs 162 pages.

The average script runs perhaps 125.

But despite its length, "Man of the West" is unique among Cooper westerns.

Not once during the entire picture does the star say either "Yup" or "Nope."

Noted Lenser

"Man of the West," which Ernest Haller photographed in color with Gary Cooper and Julie London starred for Ashton Productions, and opening at the Theatre through United Artists release, brings the Academy Award winning cinematographer's list of credits to an even 700.

Haller lensed 263 two-reelers and the United Artists release is his 437th full length feature. He won an Oscar for "Gone With The Wind" plus nominations for six other pictures.

The veteran lensman, who started out as a child actor, became first cameraman on the "Hazards of Helen" series starring Helen and Hoot Gibson in 1914.

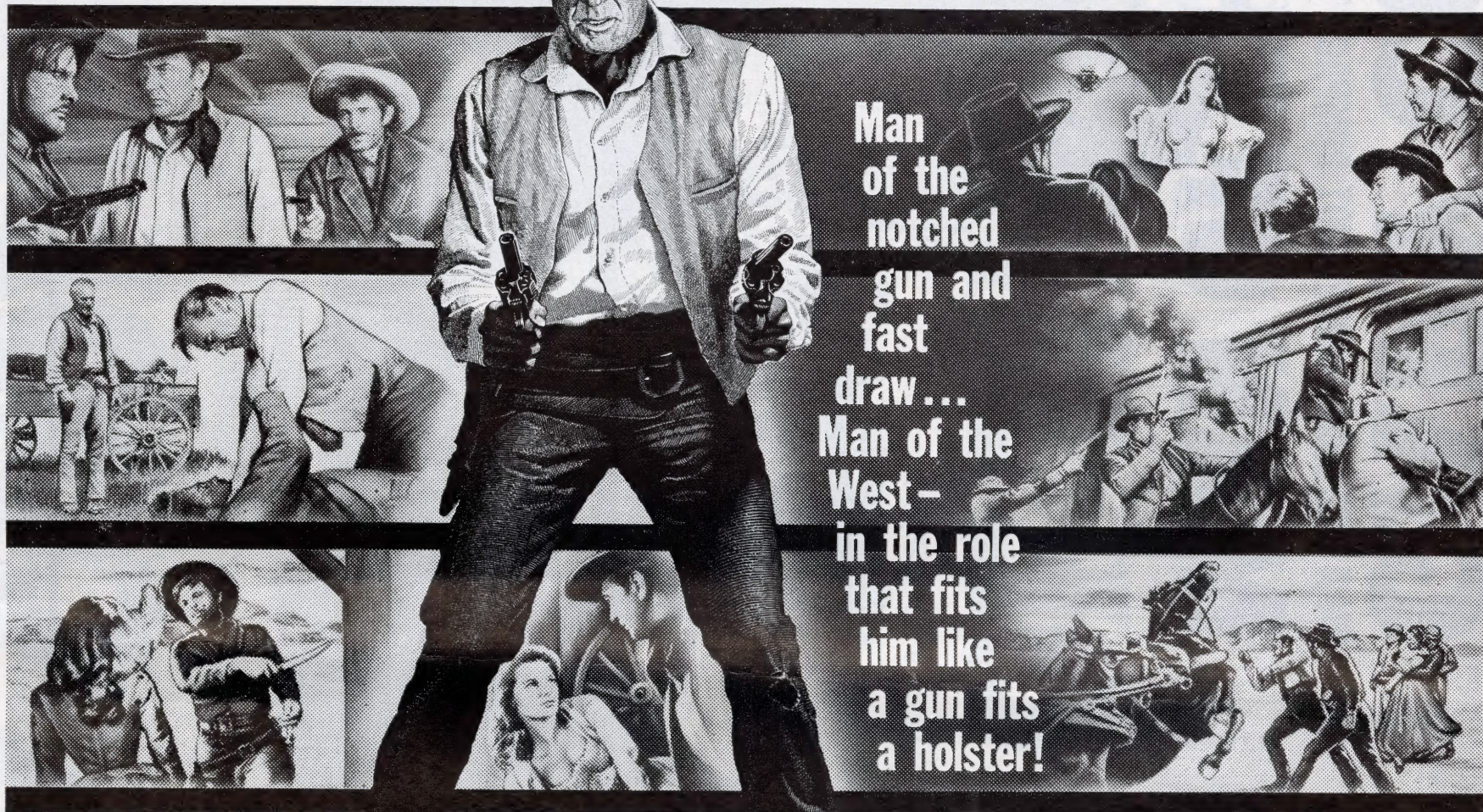
Perfect Diction

The potentially star-making role of Trout, psychopathic, fast-shooting but entirely mute killer of the plains with whom Gary Cooper duels to the death in "Man of the West" which opens at the Theatre through United Artists release, is played by Royal Dano.

Though he is speechless throughout the entire screenplay by Reginald Rose based on Will C. Brown's novel, Dano is actually the holder of a half dozen national awards for radio and TV acting, including two awards for perfect diction.

ADDITIONAL ADVERTISING

GARY COOPER



Man
of the
notched
gun and
fast
draw...
Man of the
West—
in the role
that fits
him like
a gun fits
a holster!

MAN OF THE WEST

A WALTER M. MIRISCH PRODUCTION

CO-STARRING

JULIE LONDON · LEE J. COBB

ARTHUR O'CONNELL · JACK LORD

COLOR BY DE LUXE · CINEMASCOPE®

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HEAR JULIE LONDON SING "MAN OF THE WEST"

T H E A T R E

4 Cols. x 125 Lines—500 Lines (36 Inches)

Mat 403

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